FilmL.A., Inc.
1201 W. 5th Street, Suite T-800
Los Angeles, CA 90017
t: (213)977-8600 - f: (213)977-8601
www.filmla.com

Summary Information

Permit No: F00036984 **Type of Permit:** FILMING **Release Date:** 02/18/2011

Production Company @RADICAL MEDIA, INC

Insured Company Name @RADICAL MEDIA, INC
Contact Phone No. 1 310-664-4563
Contact Phone No. 2
Fax
Address 1630 12TH ST
SANTA MONICA, California 90404

Production Title COORS

Type of Production Commercial - Standard

Producer Scott Cunningham

Director Dave Meyers

1st AD TBD TBD

Production Manager Collin Moran

FilmL.A. Coordinator Yulizza Ramirez

Location Manager Matt Cassel
Primary Phone Mobile - 310-702-6441
Secondary Phone Office - 310-664-4500

Location Assistant N/A N/A
Primary Phone Office - 000-000-0000
Secondary Phone

Fees

Posting 600	$276.00
Posting 1500	$345.00
Notification Charge	$310.00
FILMLA FILM APPLICATION FEE	$625.00
LA CITY FIRE DEPARTMENT SPOT CHECK SURCHARGE	$85.00

Total Permit Fee $1,641.00

Number of Locations 2

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Summary Information — Location

Permit Number	F00036984	**Location Manager**	Matt Cassel
Production Company	@RADICAL MEDIA, INC	Primary Phone	Mobile - 310-702-6441
Insured Company	@RADICAL MEDIA, INC	Secondary Phone	Office - 310-664-4500
Production Title	COORS		

Location Address 6250 Hollywood Blvd, Los Angeles, CA, 90028

Location Type Hotel

Location Description W HOTEL

Prep Dates 2/21/2011 - 2/21/2011 07:00 - 19:00

Film Dates 2/22/2011 - 2/22/2011 05:00 - 00:00

Strike Dates 2/23/2011 - 2/23/2011 07:00 - 19:00

Open or Closed to the Public Closed

Generic Conditions
All travel lanes and bike lanes shall be closed per the WATCH manual.
Must Maintain 5' Clearance on Sidewalks/Walkways
Must maintain local/emergency access
No Cast and Crew parking on areas streets.
Number of uniformed officers listed on the permit is a minimum requirement. Permittee remains responsible for deploying a sufficient number of uniformed officers to provide traffic and crowd control to ensure the safety of the film crew and the public.
Uniformed officers shall have a copy of the film permit in their possession and are required to confirm that all traffic control signage devices are in place.

Please see attached documents
36984_HOLLYWOOD_ARGYLE.pdf
@Radical, Tracie Mochizuki.pdf

Equipment on Location

Type	Quantity
5 or 10 ton trucks	2
Cast/Crew vehicles	60
Condors	2
Cube Trucks	3
Generator	1
Motor Homes	1
Picture vehicles	1
Portable restrooms	2
Vans	4

Personnel on Location

Type	Quantity
Cast	5
Crew	50
Extras	15
Off-Duty/Retired LAPD Officer(s)	2

Filming Activities Equipment on sidewalk only.; Exterior Dialogue; Intermittent traffic control - 2 minute standard (except 0700-0900 hrs & 1500-1900 hrs); Party Scene on 2nd Floor Patio facing Argyle; 2 Condors on the S/S sidewalk of Hollywood Blvd. just West of Argyle.; Relocating MTA Bus stop at corner of Argyle and Hollywood; No music; Coors light picture truck drives by on Hollywood Blvd.;

Jurisdiction **Political:** Los Angeles City - Council District 13 **Police:** Los Angeles Police Department **Fire:** Los Angeles City

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Parking

Base Camp
Location Type : To Be Determined

Crew Parking
Location Type : To Be Determined

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Summary Information — Location

Permit Number	F00036984	**Location Manager**	Matt Cassel
Production Company	@RADICAL MEDIA, INC	Primary Phone	Mobile - 310-702-6441
Insured Company	@RADICAL MEDIA, INC	Secondary Phone	Office - 310-664-4500
Production Title	COORS		

Posting "No Parking" signs S/S HOLLYWOOD BL., ARGYLE AVE. - EL CENTRO AVE

Approximate Footage 301 - 600 **Log Number** 11666

Date(s) 2/22/2011 to 2/22/2011 **Time(s)** 06:00 to 22:00

Lane / Full Closure S/s curb Hollywood Blvd., Argyle Ave. - West 200'
Approximate Footage 301 - 600

Date(s) 2/22/2011 to 2/22/2011 **Time(s)** 05:00 to 00:00

Lane / Full Closure W/s curb Argyle Ave., Hollywood Blvd. - South 400'
Approximate Footage 0 - 300

Date(s) 2/22/2011 to 2/22/2011 **Time(s)** 05:00 to 22:00

Lane / Full Closure W/s curb Argyle Ave., Hollywood Blvd. - South 400'
Approximate Footage 0 - 300

Date(s) 2/21/2011 to 2/21/2011 **Time(s)** 07:00 to 19:00

Lane / Full Closure W/s curb Argyle Ave., Hollywood Blvd. - South 400'
Approximate Footage 0 - 300

Date(s) 2/23/2011 to 2/23/2011 **Time(s)** 07:00 to 19:00

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Summary Information — Location

Permit Number F00036984
Production Company @RADICAL MEDIA, INC
Insured Company @RADICAL MEDIA, INC
Production Title COORS

Location Manager Matt Cassel
Primary Phone Mobile - 310-702-6441
Secondary Phone Office - 310-664-4500

Location Address 2404 Wilshire Blvd, Los Angeles, CA, 90057

Location Type Office Building

Prep Dates 2/22/2011 - 2/22/2011 07:00 - 19:00

Film Dates 2/23/2011 - 2/23/2011 07:00 - 22:00

Strike Dates 2/24/2011 - 2/24/2011 07:00 - 19:00

Open or Closed to the Public Open

Generic Conditions
Equipment vehicles may park on one side of street
Must Maintain 5' Clearance on Sidewalks/Walkways
Must maintain local/emergency access
No Cast and Crew parking on areas streets.
No interference with vehicular or pedestrian traffic

Equipment on Location

Type	Quantity
5 or 10 ton trucks	2
Cast/Crew vehicles	60
Cube Trucks	3
Generator	1
Motor Homes	1
Portable restrooms	2
Vans	4

Personnel on Location

Type	Quantity
Cast	1
Crew	60
LA City UFSO assigned	1

Filming Activities Atmospheric Smoke Effects; Interior Dialogue in unit 7E or unit 7F. 1 BB Light in posted area to shine lights through windows on the 7th floor.;

Jurisdiction **Political:** Los Angeles City - Council District 01 **Police:** Los Angeles Police Department **Fire:** Los Angeles City

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Parking
Base Camp
Location Type : To Be Determined

Crew Parking
Location Type : To Be Determined

Posting "No Parking" signs W/S Park View St, Wilshire Blvd - south 400'

Approximate Footage 301 - 600 **Log Number** 11649

Date(s) 2/22/2011 to 2/24/2011 **Time(s)** 00:00 to 00:00

Posting "No Parking" signs B/S Park View St, Wilshire Blvd - 7th St

Approximate Footage 1201 - 1500 **Log Number** 11650

Date(s) 2/23/2011 to 2/23/2011 **Time(s)** 07:00 to 22:00

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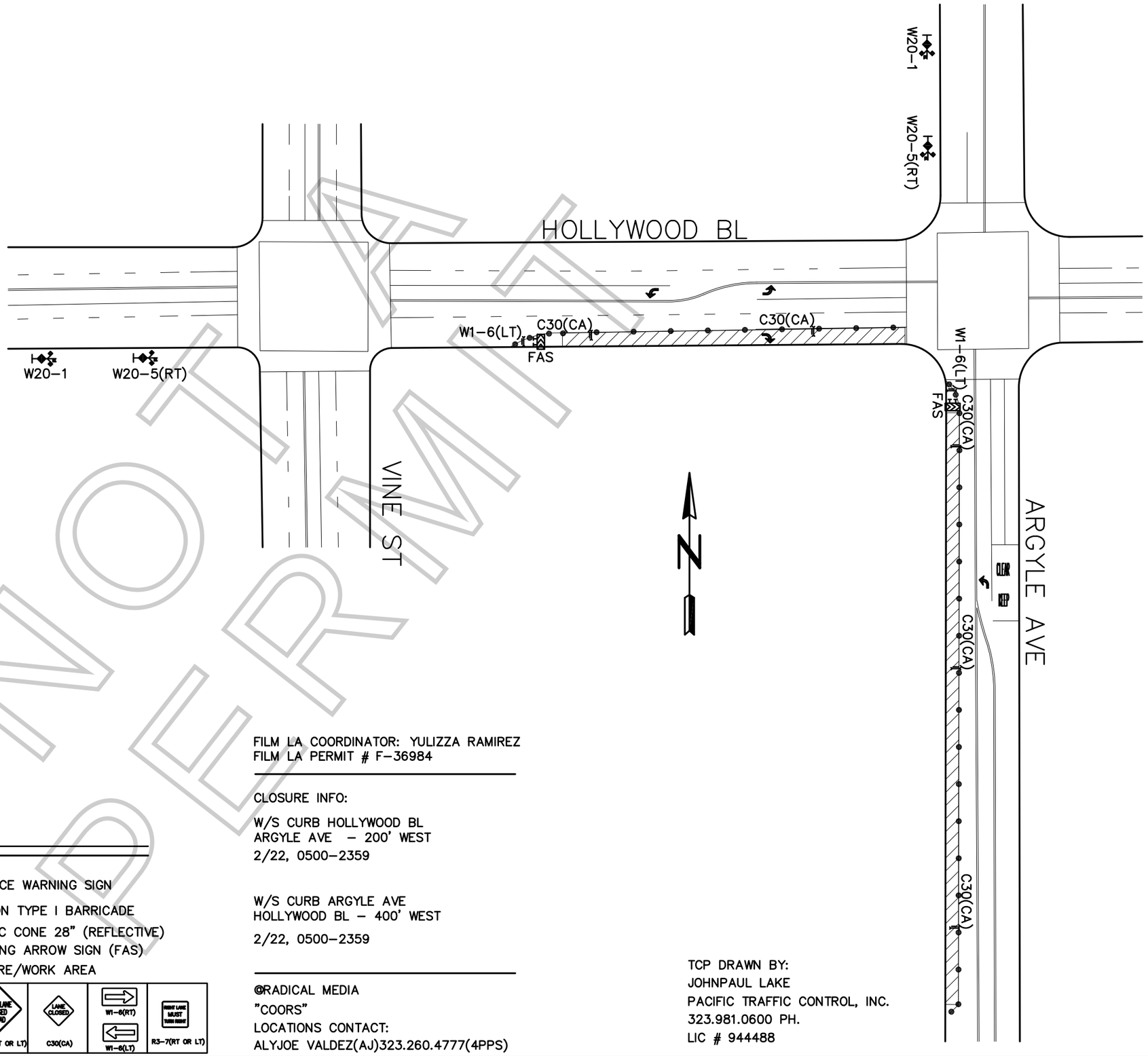
Permit #F00036984



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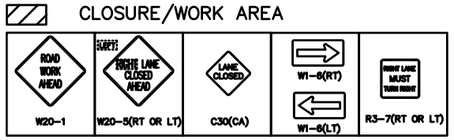
LEGEND:

- ADVANCE WARNING SIGN
- SIGN ON TYPE I BARRICADE
- TRAFFIC CONE 28" (REFLECTIVE)
- FLASHING ARROW SIGN (FAS)
- CLOSURE/WORK AREA



FILM LA COORDINATOR: YULIZZA RAMIREZ
FILM LA PERMIT # F-36984

CLOSURE INFO:

W/S CURB HOLLYWOOD BL
ARGYLE AVE – 200' WEST
2/22, 0500-2359

W/S CURB ARGYLE AVE
HOLLYWOOD BL – 400' WEST
2/22, 0500-2359

@RADICAL MEDIA
"COORS"
LOCATIONS CONTACT:
ALYJOE VALDEZ(AJ)323.260.4777(4PPS)

TCP DRAWN BY:
JOHNPAUL LAKE
PACIFIC TRAFFIC CONTROL, INC.
323.981.0600 PH.
LIC # 944488

GENERAL NOTES:

1. ALL SIGNING, STRIPING, AND TRAFFIC CONTROL DEVICES SHALL CONFORM TO THE CURRENT STATE OF CALIFORNIA DEPARTMENT OF TRANSPORTATION (CALTRANS) STANDARD PLANS AND STANDARD SPECIFICATIONS, CALIFORNIA M.U.T.C.D., AND ANY ADDENDUMS THERTO, AND AS SHOWN ON THESE PLANS.
2. THERE SHALL BE NO INTERFERENCE WITH TRAFFIC SIGNALS OR CROSSWALKS.
3. CONES SHALL BE 28" MINIMUM HEIGHT AND SHALL HAVE REFLECTORIZED SLEEVES FOR NIGHT WORK.
4. POLICE SHALL DIRECT TRAFFIC AS NECESSARY.

Appointment of Pacific Production Services
As Authorized Agent and Representative

I certify that I am a representative of Radical Media, Inc ("Principal") and am authorized to enter into binding contractual agreements on its behalf. I further certify that I am authorized by Principal to appoint other representatives and agents for Principal and to give such representatives and agents authority to enter into and bind Principal to agreements relating to the issuance of and compliance with location film (e.g. theatrical, television, commercial and other motion picture filming) and still photographic permits, including the permits themselves and any riders to such permits. Acting on behalf of Principal in my capacity as its authorized representative, I appoint Pacific Production Services and it employees and agents ("PPS") as Principal's authorized representatives and agents to apply for location film (e.g. theatrical, television, commercial and other motion picture filming) and still photographic permits on behalf of Principal (through FilmLA, Inc. for any city, county or through any other jurisdictions where FilmLA, Inc. operates, to negotiate, discuss, accept, modify, agree to and bind Principal to the terms and conditions of such permits (including all restrictions and/or community guidelines applicable to any such permit); and to execute such permits on behalf of Principal. Principal understands, acknowledges and agrees that it (and/or its insurer) remains responsible and liable for all obligations imposed by or incidental to any permit or rider issued to Principal signed by any employee or agent of (including any coordinator, runner or messenger used by) PPS. Principal further agrees to comply with the terms and conditions of any such permits and hereby appoints PPS as an authorized representative to facilitate compliance with such terms and conditions following issuance of any such permits and to enter into agreements for Principal with respect thereto. Any person, agency, entity, or organization (including FilmLA, Inc. and any city, county or other jurisdictions where FilmLA, Inc. operates) may rely upon this appointment and need not obtain further authorization for any act described herein. An original or faxed copy of this appointment shall be sufficient, and may be treated as an original for your purposes. The appointment may be revoked by Principal at any time in writing delivered to FilmLA, Inc., but in any case shall expire one (1) year from the date of execution set forth below.

I declare under penalty of perjury under the laws of the State of California that I am authorized to appoint PPS as agent for Principal, and based upon that authority I hereby appoint PPS as Principal's agent as set forth herein.

Date: 10/5/10

Representative's Signature

Tracie Machizuki

Representative's Name (Please Print)

Staff Prod Super

Representative's Title (Please Print)

Radical Media, Inc

Name of Principal (i.e. company name)
(Please Print)

1630 12th Street

Santa Monica CA 90404

Principal's Mailing Address (Please Print)

310/664-4500

Principal's Phone Number (Please Print)

Pacific Production Services
Eric Nichols, President
6513 Hollywood Blvd, Suite 214
Hollywood, CA. 90028
Ph. 323-465-9179 Fx. 323-465-9869

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